

### **REMARKS**

Claims 1 – 6, 8, 9, 11 – 14, and 16 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejection(s) in view of the amendments and remarks contained herein.

### **REJECTION UNDER 35 U.S.C. § 103**

Claims 1 – 6, 8, 9, 13, 14 and 16 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Ikeda et al. (U.S. Pat. No. 6,524,153) in view of Kazlas et al. (U.S. Pat. No. 6,683,333).

Claims 1 and 16 are amended to include the subject matter of claim 10. As such, claims 1 and 16 now recite that the display content is erased in from the entire area corresponding to the display surface such that a prescribed voltage is applied between the common electrode and the pixel electrodes while all the pixel electrodes are commonly set to a same electric potential. This subject matter is indicated as being allowable by the Examiner. As such, claims 1 and 16, and each corresponding dependent claim should be in condition for allowance.

Claim 14 is amended to include the subject matter of claim 15. Claim 14 now recites that all of the pixel electrodes are simultaneously set to a low electric potential while the common electrode is set to a high electric potential so that a display content is erased from the entire area corresponding to the display surface at once, and then the pixel electrodes are driven in response to display data while the common electrode is set to the low electric potential so that the display content is rewritten with a new one in

response to the display data. This subject matter is indicated as being allowable by the Examiner. As such, claim 14 should be in condition for allowance.

**ALLOWABLE SUBJECT MATTER**

Claims 10-12 and 15 are objected to as being dependent upon a rejected base claim, but would be allowable if written in independent form including all of the limitations of the base claim and any intervening claim.

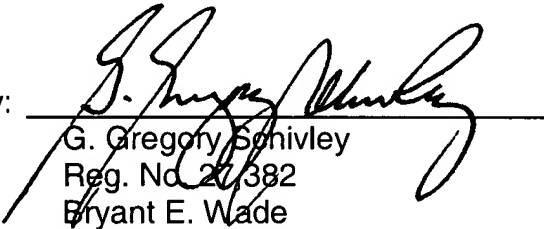
Acknowledge, with thanks, the allowable subject matter of claims 10-12 and 15. As stated above, claims 1 and 16 have been amended to include the allowable subject matter of claim 10. Further, claim 14 has been amended to include the allowable subject matter of claim 15. As such, these claims and each of their corresponding dependent claims are in condition for allowance.

## CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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